

INTERCOLLEGIATE BROADCASTING SYSTEM

1962 NATIONAL CONVENTION

YALE UNIVERSITY

NEW HAVEN, CONNECTICUT

April 7th, 1962

Host Station

WYBC

8 to 10:30

REGISTRATION and COFFEE HOUR

Second Floor, Hendrie Hall

TOUR WYBC

First Floor, Hendrie Hall

9:30 to 11:30

MORNING SESSIONS

A1 ENGINEERING

Room 314, Linsly/Chittenden Hall

FM APPLICATIONS with IBS

Engineering Manager Bill Malone.

FM TECHNICAL OPERATIONS,

Steve Lewis, WYBC.

A2 ADVERTISING

Room 211, Linsly/Chittenden Hall

COMMON PROBLEMS OF THE SALES

DEPARTMENT, Stephen Trivers,

Account Executive, WCOP, Boston.

REPRESENTATION FOR NATIONAL

ADVERTISING, Robert Vance, General

Manager, College Radio Corporation.

A3 PROGRAMMING

Room 315, Linsly Chittenden Hall

BUILDING BETTER NEWSCASTS, Charles

Conrad, IBS Business Manager.

COLLEGE RADIO NETWORKING,

Steve Fargotstein, General Manager,

College Radio Network.

A4 MANAGEMENT

Room 105, Linsly/Chittenden Hall

STATION MANAGERS' COLLOQUIUM,

Harry Joseph, IBS Public Relations Mgr.

STATION PROMOTION, John Pegram

IBS Publications Manager.

All Morning and Afternoon Sessions o

A5 PRODUCTION

WYBC Studios, 1st Fl., Hendrie Hall
PRODUCTION TECHNIQUES,
Michael Skol, WYBC - FM,
Program Director.

12:00 to 1:15 LUNCHEON BANQUET

MORY'S, 306 York Street

Tickets must be obtained in advance
at the Convention Registration Desk.

1:45 to 3:15 GENERAL SESSION

Sprague Memorial Hall, 126 College St.

Featured Speaker: Samuel Sharkey,
Manager, NBC News. Master-of-
Ceremonies: Charles Conrad,
IBS Business Manager.

3:30 to 5:30 AFTERNOON SESSIONS

B1 ENGINEERING

Room 104, Linsly/Chittenden Hall

CARRIER CURRENT TRANSMISSION,
Paul Baxter, Chief Engineer, WYBC
AUDIO FACILITIES OF WRCT,
Don Furgerson, WRCT, Carnegie Tech.

B2 AUDIENCE RESEARCH

Room 105, Linsly/Chittenden Hall

LISTENER POLLING - THEORY AND
TECHNIQUES. Professor Leonard
Doob, Yale University.
SURVEYING THE COLLEGE RADIO
AUDIENCE, Tom Bletcher, IBS Great
Lakes Regional Director.

MORE

re at Linsly/Chittenden Hall, 65 High Street.

B3 F M

Room 208, Linsly/Chittenden Hall
FM APPLICATIONS, Charles Quigley,
IBS VP - Regions & FM Manager.
FM PROGRAMMING, Ed Richards,
IBS Program Associate.

B4 STATION EXECUTIVES

Room 319, Linsly/Chittenden Hall
STATION IMAGE: INTERNAL AND
EXTERNAL MANAGEMENT TOOL,
Stephen Greyser, Assistant Editor,
Harvard Business Review.
MARKSMANSHIP MANAGEMENT,
Robert H. Teter, Vice President,
Radio and Television Executives Society.

6:00 to ?? IBS NATIONAL & REGIONAL STAFF
Informal Dinner and Meeting

The Intercollegiate Broadcasting System wishes to extend its special thanks to the staff and management of WYBC, The Yale Broadcasting Company, for making the Convention possible. We look forward to meeting with you again at the 1963 National Convention next Spring; to be held in the Great Lakes, Mid-States, or Mid-West region.

IBS NATIONAL CONVENTION COMMITTEE

Richard H. Crompton - Coordinator
William R. Malone - Program
Charles E. Quigley - Registration
John B. Pegram - Publicity
John H. Davison - Local Arrangements

Harry Joseph - 1963 Advance Planning